Code of Ethics for Drug Advertisements

4259. SHRI RS. GAVAI : Will the Minister of CHEMICALS AND FERTILIZERS be pleased to state :

(a) whether Government propose to release new code of ethics for drug advertisements in the country;

(b) if so, the details thereof;

(c) whether any Committe has been constituted for suggesting responsible advertisement of drugs in the country;

(d) if so, the recommendations of the Committee; and

(e) the action proposed by Government thereon?

THE MINISTER OF STATE IN THE MINISTRY OF CHEMICALS AND FERTILIZERS (SHRI RAMESH BAIS): (a) to (d) Committee constituted by the Department of Indian System of Medicine and Homoeopathy (ISM and H) to formulate a code of ethics for advertisement of drugs has submitted its recommendations. These recommendations *interalia* focus on the need for preventing the following statements in advertisements promoting drugs (1) statements that are offensive to good taste. (2) that are misleading in terms of safety, usage or immediacy of relief in advertisements, (3) which create fear or apprehension in the public mind, (4) that allow offer of rewards or other inducements leading to excessive use of drugs, (5) that give an impression that a medical consultation or surgical operation is unnecessary and (6) that refer to or imply references to statutory bodies, international agencies etc.

(e) It is proposed to take a final view after consultations with concerned Departments, and other relevant stakeholders.

Diversification of IFFCO to Insurance and IT Sector

4260. SHRI DIPANKAR MUKHERJEE: Will the Minister of CHEMICALS AND FERTILIZERS be pleased to state:

(a) whether Government's attention has been drawn to the new item, "IFFCO to diversify into insurance, IT sector", appearing in 'The Observer' (New Delhi) dated 7th April, 2000; and

(b) if so, the reasons for such diversification, instead of reviving country's sick fertilizer plants under PSUs?